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EXAMINER

ORTIZ, BELIX M

ART UNIT	PAPER NUMBER
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2164

DATE MAILED: 06/14/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

10/026,465

Applicant(s)

FUKUICHI, YUKI

Examiner

Belix M. Ortiz

Art Unit

2164

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 11 May 2005.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-17 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-17 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☒ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☒ All b) ☐ Some * c) ☐ None of:
1. ☒ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).
- * See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____
- 4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: _____

DETAILED ACTION

Remarks

1. In response to communications files on 11-May-2005, claims 1-2, 9-11, and 16-17 are amended per applicant's request. Therefore, claims 1-17 are presently pending in the application.

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1-7, 9-14, and 16-17 are rejected under 35 U.S.C. 103(a) as being unpatentable over Block et al. (U.S. publication 2003/0050976).

As to claim 1, Block et al. teaches a community site constructing method for constructing a community site on a network, by utilizing a network including a central apparatus which manages a community site and a terminal device used by a representative of the community site or a member previously authorized by the representative to have access to the community site (see figures 2D and 2E; page 4, paragraph 33; and page 23, claim 10), the method comprising:

registering personal information about the representative and theme information of the community site in a basic information database in association with identification information for identifying the representative of the community site (see figure 2E; page 2, paragraph 16; and page 6, paragraph 91);

registering member information about a member in a member information database in association with identification information for identifying the member of the community site (see figures 2, 8, and 9; page 2, paragraph 16; and page 6, paragraph 91);

registering commodity information about commodities to be provided in a commodity database in association with the theme information (see abstract; figures 2D, 2E, 3, and 4);

extracting the commodity information from the commodity database based on the theme information registered in the basic information database (see abstract; figures 3-6 and paragraphs 5 and 34);

transmitting the extracted commodity information from the central apparatus to the terminal device (see paragraphs 4 and 33 and claim 12); and

the commodity database has the commodity information about commodities to be provided, registered therein in association with the date-and-time information (see figure 3, character 324; figure 4, character 418 and figure 5, character 514).

Block et al. does not expressly teach the theme information includes information about the representative, a person related to the representative, a main theme including an event relating to the representative, and date-and time relating to the main theme; and

the central apparatus further includes a timer unit; and wherein a processor of the central apparatus is further capable of performing an operation of extracting the commodity information from the commodity database based on the date-and-time information of the theme information and the date-and-time information output from the timer unit.

However these differences are only found in the nonfunctional descriptive material and are not functionally involved in the steps recited. The theme information about the representative and the time unit steps would be performed the same regardless of the data. Thus, this descriptive material will not distinguish the claimed invention from the prior art on terms of patentability, see *In re Gulack*, 703 F.2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983); *In re Lowry*, 32 F. 3d 1579, 32 USPQ2d 1031(Fed. Cir. 1994).

Therefor, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to the theme information about the representative and the time unit related to the events, because such data does not functionally relate to the steps in the method claimed and because the subjective interpretation of the data does not patentably distinguish the claimed invention.

As to claim 2, Block et al. teaches a community site constructing system for constructing a community site on a network (see abstract and page 1, paragraph 3), comprising:

a central apparatus for managing a community site (see page 4, paragraph 33);

a terminal device used by a representative of the community site or a member previously authorized by the representative to have access to the community site (see page 1, paragraphs 4 and 5);

a basic information database in which personal information about the representative and theme information of the community site is registered in association with identification information for identifying the representative of the community site (see figure 2E; page 2, paragraph 16; and page 6, paragraph 91);

a member information database in which member information about a member is registered in association with identification information for identifying the member of the community site (see figures 2, 8, and 9; page 2, paragraph 16; and page 6, paragraph 91); and

a commodity database in which commodity information about commodities to be provided is registered in association with the theme information (see abstract and figures 2D, 2E, 3, and 4),

wherein the central apparatus includes a processor (see page 22, paragraph 209) capable of performing the following operations of:

extracting the commodity information from the commodity database based on the theme information registered in the basic information database (see abstract; figures 3-6; and paragraphs 5 and 34); and

transmitting the extracted commodity information to the terminal device (see paragraph 4; paragraph 33; and claim 12) wherein:

the commodity database has the commodity information about commodities to be

provided, registered therein in association with the date-and-time information (see figure 3, character 324; figure 4, character 418 and figure 5, character 514).

Block et al. does not expressly teach the theme information includes information about the representative, a person related to the representative, a main theme including an event relating to the representative, and date-and time relating to the main theme; and

the central apparatus further includes a timer unit; and wherein a processor of the central apparatus is further capable of performing an operation of extracting the commodity information from the commodity database based on the date-and-time information of the theme information and the date-and-time information output from the timer unit.

However these differences are only found in the nonfunctional descriptive material and are not functionally involved in the steps recited. The theme information about the representative and the time unit steps would be performed the same regardless of the data. Thus, this descriptive material will not distinguish the claimed invention from the prior art on terms of patentability, see *In re Gulack*, 703 F.2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983); *In re Lowry*, 32 F. 3d 1579, 32 USPQ2d 1031(Fed. Cir. 1994).

Therefor, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to the theme information about the representative and the time unit related to the events, because such data does not functionally relate to the steps in the method claimed and because the subjective interpretation of the data does not patentably distinguish the claimed invention.

As to claim 3, Block et al. teaches wherein;

the member information includes relationship information about the relationship between the representative and the member (see figures 2A, 9, and 22; abstract; page 1, paragraph 3; page 3, paragraph 20; and page 4, claim 29); and

wherein the transmission operation includes the operation of transmitting the extracted commodity information to the terminal device by reference to the relationship information (see figures 2; page 2, paragraph 15; page 3, paragraph 18; and page 4, claim 40).

As to claim 4, Block et al. teaches wherein:

the theme information includes information about the representative, a person related to the representative, a main theme including an event relating to the representative, and date-and-time relating to the main theme (see figure 2; figure 2A; figure 3, character 324; figure 4, character 418; and figure 10);

the commodity database has the commodity information about commodities to be provided, registered therein in association with the date-and-time information (see figure 5, character 514 and page 1, paragraph 9);

wherein the central apparatus further includes a timer unit (see figure 31, characters 3104 and 3106 and page 1, paragraph 9); and

wherein the processor of the central apparatus is further capable of performing the operation of extracting the commodity information from the commodity database based on the date-and-time information of the theme information and the date-and-time

information output from the timer unit (see figure 3, character 324 and figure 5, character 514).

As to claim 5, Block et al. teaches wherein:

the theme information includes information about the representative, a person related to the representative, a main theme including an event relating to the representative, and date-and-time relating to the main theme (see figure 2; figure 2A; figure 3, character 324; figure 4, character 418; and figure 10);

the commodity database has the commodity information about commodities to be provided, registered therein in association with the date-and-time information (see figure 5, character 514 and page 1, paragraph 9);

wherein the central apparatus further includes a timer unit (see figure 31, characters 3104 and 3106 and page 1, paragraph 9); and

wherein the processor of the central apparatus is further capable of performing the operation of extracting the commodity information from the commodity database based on the date-and-time information of the theme information and the date-and-time information output from the timer unit (see figure 3, character 324 and figure 5, character 514).

As to claim 6, Block et al. teaches wherein:

the date-and-time information relating to the main theme is

birth date information of a baby of the representative (see figure 4, character 418, where “the main theme is birth date” is read on “mean theme is teams”); and

wherein the extracting operation further includes the operation of calculating the number of days elapsed since the birth date based on the birth date information and the date-and-time information output from the timer unit and extracting from the commodity database information about a commodity corresponding to the calculated number of elapsing days (see figure 32 and page 18, paragraph 178).

As to claim 7, Block et al. teaches wherein:

the date-and-time information relating to the main theme is birth date information of a baby of the representative (see figure 4, character 418, where “the main theme is birth date” is read on “mean theme is teams”); and

wherein the extracting operation further includes the operation of calculating the number of days elapsed since the birth date based on the birth date information and the data-and-time information output from the timer unit and extracting from the commodity database information about a commodity corresponding to the calculated number of elapsing days (see figure 32 and page 18, paragraph 178).

As to claim 9, Block et al. teaches a central apparatus for managing a community site in which a representative and a member previously authorized by the representative to have access to the community site participate, the central apparatus comprising a

processor (see figures 2D and 2E; page 4, paragraph 33; page 22, paragraph 209; and page 23, claim 10) capable of performing the following operations of:

registering personal information about the representative and theme information of the community site in a basic information database in association with identification information for identifying the representative of the community site (see figure 2E; page 2, paragraph 16; and page 6, paragraph 91);

registering member information about a member in a member information database in association with identification information for identifying the member of the community site (see figures 2, 8, and 9; page 2, paragraph 16; and page 6, paragraph 91);

registering commodity information about commodities to be provided in a commodity database in association with the theme information (see figures 3, 4, 35, and 39);

extracting the commodity information from the commodity database based on the theme information registered in the basic information database (see figures 3-6 and page 4, paragraph 34); and

transmitting the extracted commodity information to the outside (see page 1, paragraph 4; page 22, paragraph 209; and page 23, claim 12), wherein:

the commodity database has the commodity information about commodities to be provided, registered therein in association with the date-and-time information (see figure 3, character 324; figure 4, character 418 and figure 5, character 514).

Block et al. does not expressly teach the theme information includes information about the representative, a person related to the representative, a main theme including an event relating to the representative, and date-and time relating to the main theme; and the central apparatus further includes a timer unit; and wherein a processor of the central apparatus is further capable of performing an operation of extracting the commodity information from the commodity database based on the date-and-time information of the theme information and the date-and-time information output from the timer unit.

However these differences are only found in the nonfunctional descriptive material and are not functionally involved in the steps recited. The theme information about the representative and the time unit steps would be performed the same regardless of the data. Thus, this descriptive material will not distinguish the claimed invention from the prior art on terms of patentability, see *In re Gulack*, 703 F.2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983); *In re Lowry*, 32 F. 3d 1579, 32 USPQ2d 1031(Fed. Cir. 1994).

Therefor, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to the theme information about the representative and the time unit related to the events, because such data does not functionally relate to the steps in the method claimed and because the subjective interpretation of the data does not patentably distinguish the claimed invention.

As to claim 10, Block et al. teaches a computer memory product in which a computer program is recorded, the computer program causing a computer to manage a community site in which a representative and a member previously authorized by the representative to have access to the community site participate (see figures 2D and 2E; page 4, paragraph 33; page 22, paragraph 209; and page 23, claim 10), the computer program comprising:

causing the computer to register personal information about the representative and theme information of the community site in a basic information database in association with identification information for identifying the representative of the community site (see figure 2E; page 2, paragraph 16; and page 6, paragraph 91);

causing the computer to register member information about a member in a member information database in association with identification information for identifying the member of the community site (see figures 2, 8, and 9; page 2, paragraph 16; and page 6, paragraph 91);

causing the computer to register commodity information about commodities to be provided in a commodity database in association with the theme information (see figures 3, 4, 35, and 39);

causing the computer to extract the commodity information from the commodity database based on the theme information registered in the basic information database (see figures 3-6 and page 4, paragraph 34); and

causing the computer to transmit the extracted commodity information to the outside (see page 1, paragraph 4; page 22, paragraph 209; and page 23, claim 12), wherein:

the commodity database has the commodity information about commodities to be provided, registered therein in association with the date-and-time information (see figure 3, character 324; figure 4, character 418 and figure 5, character 514).

Block et al. does not expressly teach the theme information includes information about the representative, a person related to the representative, a main theme including an event relating to the representative, and date-and time relating to the main theme; and

the central apparatus further includes a timer unit; and wherein a processor of the central apparatus is further capable of performing an operation of extracting the commodity information from the commodity database based on the date-and-time information of the theme information and the date-and-time information output from the timer unit.

However these differences are only found in the nonfunctional descriptive material and are not functionally involved in the steps recited. The theme information about the representative and the time unit steps would be performed the same regardless of the data. Thus, this descriptive material will not distinguish the claimed invention from the prior art on terms of patentability, see *In re Gulack*, 703 F.2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983); *In re Lowry*, 32 F. 3d 1579, 32 USPQ2d 1031(Fed. Cir. 1994).

Therefor, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to the theme information about the representative and the time unit related to the events, because such data does not functionally relate to the steps in the method claimed and because the subjective interpretation of the data does not patentably distinguish the claimed invention.

As to claim 11, Block et al. teaches a community site constructing system for constructing a community site on a network (see abstract and page 1, paragraph 3), comprising:

- a central apparatus for managing a community site (see page 4, paragraph 33);
- a terminal device used by a representative of the community site or a member previously authorized by the representative to have access to the community site (see page 1, paragraphs 4 and 5);

- a basic information database in which personal information about the representative and theme information of the community site is registered in association with identification information for identifying the representative of the community site (see figure 2E; page 2, paragraph 16; and page 6, paragraph 91);

- a member information database in which member information about a member is registered in association with identification information for identifying the member of the community site (see figures 2, 8, and 9; page 2, paragraph 16; and page 6, paragraph 91);

and

a commodity database in which commodity information about commodities to be provided is registered in association with the theme information (see figures 3, 4, 35, and 39), wherein:

the central apparatus includes:

means for extracting the commodity information from the commodity database based on the theme information registered in the basic information database (see figures 3-6 and page 4, paragraph 34); and

transmission means for transmitting the extracted commodity information to the terminal device (see page 1, paragraph 4; page 22, paragraph 209; and page 23, claim 12), wherein:

the commodity database has the commodity information about commodities to be provided, registered therein in association with the date-and-time information (see figure 3, character 324; figure 4, character 418 and figure 5, character 514).

Block et al. does not expressly teach the theme information includes information about the representative, a person related to the representative, a main theme including an event relating to the representative, and date-and time relating to the main theme; and

the central apparatus further includes a timer unit; and wherein a processor of the central apparatus is further capable of performing an operation of extracting the commodity information from the commodity database based on the date-and-time information of the theme information and the date-and-time information output from the timer unit.

However these differences are only found in the nonfunctional descriptive material and are not functionally involved in the steps recited. The theme information about the representative and the time unit steps would be performed the same regardless of the data. Thus, this descriptive material will not distinguish the claimed invention from the prior art on terms of patentability, see *In re Gulack*, 703 F.2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983); *In re Lowry*, 32 F. 3d 1579, 32 USPQ2d 1031 (Fed. Cir. 1994).

Therefor, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to the theme information about the representative and the time unit related to the events, because such data does not functionally relate to the steps in the method claimed and because the subjective interpretation of the data does not patentably distinguish the claimed invention.

As to claim 12, Block et al. teaches wherein;

the member information includes relationship information about the relationship between the representative and the member (see figures 2A, 9, and 22; abstract; page 1, paragraph 3; page 3, paragraph 20; and page 4, claim 29); and

the transmission means refers to the relationship information and transmits the extracted commodity information to the terminal device (see figures 2; page 2, paragraph 15; page 3, paragraph 18; and page 4, claim 40).

As to claim 13, Block et al. teaches wherein:

the theme information includes information about the representative, a person related to the representative, a main theme including an event relating to the representative, and date-and-time relating to the main theme (see figure 2; figure 2A; figure 3, character 324; figure 4, character 418; and figure 10);

the commodity database has the commodity information about commodities to be provided, registered therein in association with the date-and-time information (see figure 5, character 514 and page 1, paragraph 9);

wherein the central apparatus further includes:

a timer unit (see figure 31, characters 3104 and 3106 and page 1, paragraph 9);

and

extraction means for extracting the commodity information from the commodity database based on the date-and-time information of the theme information and the date-and-time information output from the timer unit (see figure 3, character 324 and figure 5, character 514).

As to claim 14, Block et al. teaches wherein:

the date-and-time information relating to the main theme is birth date information of a baby of the representative (see figure 4, character 418, where “the main theme is birth date” is read on “mean theme is teams”); and

the extraction means calculates the number of days elapsed since the birth date based on the birth date information and the date-and-time information output from the

timer unit and extracts from the commodity database information about a commodity corresponding to the calculated number of elapsed days (see figure 32 and page 18, paragraph 178).

As to claim 16, Block et al. teaches a central apparatus for managing a community site in which a representative and a member previously authorized by the representative to have access to the community site participate, (see figures 2D and 2E; page 4, paragraph 33; page 22, paragraph 209; and page 23, claim 10) comprising:

means for registering personal information about the representative and theme information of the community site in a basic information database in association with identification information for identifying the representative of the community site (see figure 2E; page 2, paragraph 16; and page 6, paragraph 91);

means for registering member information about a member in a member information database in association with identification information for identifying the member of the community site (see figures 2, 8, and 9; page 2, paragraph 16; and page 6, paragraph 91);

means for registering commodity information about commodities to be provided in a commodity database in association with the theme information (see figures 3, 4, 35, and 39);

means for extracting the commodity information from the commodity database based on the theme information registered in the basic information database (see figures 3-6 and page 4, paragraph 34); and

means for transmitting the extracted commodity information to the outside (see page 1, paragraph 4; page 22, paragraph 209; and page 23, claim 12), wherein:

the commodity database has the commodity information about commodities to be provided, registered therein in association with the date-and-time information (see figure 3, character 324; figure 4, character 418 and figure 5, character 514).

Block et al. does not expressly teach the theme information includes information about the representative, a person related to the representative, a main theme including an event relating to the representative, and date-and time relating to the main theme; and

the central apparatus further includes a timer unit; and wherein a processor of the central apparatus is further capable of performing an operation of extracting the commodity information from the commodity database based on the date-and-time information of the theme information and the date-and-time information output from the timer unit.

However these differences are only found in the nonfunctional descriptive material and are not functionally involved in the steps recited. The theme information about the representative and the time unit steps would be performed the same regardless of the data. Thus, this descriptive material will not distinguish the claimed invention from the prior art on terms of patentability, see *In re Gulack*, 703 F.2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983); *In re Lowry*, 32 F. 3d 1579, 32 USPQ2d 1031(Fed. Cir. 1994).

Therefor, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to the theme information about the representative and the

time unit related to the events, because such data does not functionally relate to the steps in the method claimed and because the subjective interpretation of the data does not patentably distinguish the claimed invention.

As to claim 17, Block et al. teaches a community site constructing a method for constructing a community site on a network (see paragraphs 3 and 33), comprising:

accepting information about a representative of the community site, information about a member authorized by the representative to have access to the community site, and theme information of the community site (see figure 2E and paragraphs 16 and 91);

storing for each community site the accepted information in association to one another (see paragraphs 119 and 192);

transmitting a message to the member for confirming his or her request for access to the community site (see paragraph 3);

notifying the member, whose request for access to the community site is received, of authentication information for the access, thereby permitting access to the community site (see paragraph 3);

retrieving commodity information about the theme information of the community site from a data base in which theme information is stored in association with commodity information related to the theme information when the member participates in the community site (see abstract; figures 3-6; and paragraphs 5 and 34); and

displaying, as community site information, a content including the commodity information (see figure 3 and paragraph 7), wherein:

the commodity database has the commodity information about commodities to be provided, registered therein in association with the date-and-time information (see figure 3, character 324; figure 4, character 418 and figure 5, character 514).

Block et al. does not expressly teach the theme information includes information about the representative, a person related to the representative, a main theme including an event relating to the representative, and date-and time relating to the main theme; and

the central apparatus further includes a timer unit; and wherein a processor of the central apparatus is further capable of performing an operation of extracting the commodity information from the commodity database based on the date-and-time information of the theme information and the date-and-time information output from the timer unit.

However these differences are only found in the nonfunctional descriptive material and are not functionally involved in the steps recited. The theme information about the representative and the time unit steps would be performed the same regardless of the data. Thus, this descriptive material will not distinguish the claimed invention from the prior art on terms of patentability, see *In re Gulack*, 703 F.2d 1381, 1385, 217 USPQ 401, 404 (Fed. Cir. 1983); *In re Lowry*, 32 F. 3d 1579, 32 USPQ2d 1031(Fed. Cir. 1994).

Therefor, it would have been obvious to a person of ordinary skill in the art at the time the invention was made to the theme information about the representative and the time unit related to the events, because such data does not functionally relate to the steps

in the method claimed and because the subjective interpretation of the data does not patentably distinguish the claimed invention.

4. Claims 8 and 15 are rejected under 35 U.S.C. 103(a) as being unpatentable over Block et al. (U.S. publication 2003/0050976) in view of Hunter et al. (U.S. publication 2002/0095442).

As to claim 8, Block et al. teaches the community site constructing system further comprising an advertisement database in which advertisement information is registered in association with a keyword, wherein the processor of the central apparatus (see figure 5, character 512 and page 19, paragraph 186).

Block et al. does not teach extracting the keyword from information uploaded to the community site;

extracting the advertisement information corresponding to the extracted keyword;
and

registering the extracted advertisement information in the community site.

Hunter et al. teaches creating community web site (see abstract), in which he teaches extracting the keyword from information uploaded to the community site (see figure 1 and page 5, paragraph 65);

extracting the advertisement information corresponding to the extracted keyword (see figure 2 and page 5, paragraph 65); and

registering the extracted advertisement information in the community site (see figures 1 and 2 and page 5, paragraph 65).

Therefore, it would have been obvious to a person having ordinary skill in the art at the time the invention was made to have modified Block et al., to include extracting the keyword from information uploaded to the community site;

extracting the advertisement information corresponding to the extracted keyword;
and

registering the extracted advertisement information in the community site.

It would have been obvious to a person having ordinary skill in the art at the time the invention was made to have modified Block et al. by the teaching of Hunter et al., because extracting the keyword from information uploaded to the community site;

extracting the advertisement information corresponding to the extracted keyword;
and

registering the extracted advertisement information in the community site, would enable the community site to be more efficient to the user, if the user want to make a quick search or if the user know exactly what is looking for. With just writing the keyword the central apparatus will brings up all references that is related with the keyword.

As to claim 15, Block et al. teaches the community site constructing system further comprising an advertisement database in which advertisement information is

registered in association with a keyword, wherein the processor of the central apparatus (see figure 5, character 512 and page 19, paragraph 186).

Block et al. does not teach means for extracting the keyword from information uploaded to the community site;

means for extracting the advertisement information corresponding to the extracted keyword; and

means for registering the extracted advertisement information in the community site.

Hunter et al. teaches creating community web site (see abstract), in which he teaches means for extracting the keyword from information uploaded to the community site (see figure 1 and page 5, paragraph 65);

means for extracting the advertisement information corresponding to the extracted keyword (see figure 2 and page 5, paragraph 65); and

means for registering the extracted advertisement information in the community site (see figures 1 and 2 and page 5, paragraph 65).

Therefore, it would have been obvious to a person having ordinary skill in the art at the time the invention was made to have modified Block et al., to include means for extracting the keyword from information uploaded to the community site;

means for extracting the advertisement information corresponding to the extracted keyword; and

means for registering the extracted advertisement information in the community site.

It would have been obvious to a person having ordinary skill in the art at the time the invention was made to have modified Block et al. by the teaching of Hunter et al., because means for extracting the keyword from information uploaded to the community site;

means for extracting the advertisement information corresponding to the extracted keyword; and

means for registering the extracted advertisement information in the community site, would enable more efficient to the user, if the user want to make a quick search or if the user know exactly what is looking for. With just writing the keyword the central apparatus will brings up all references that is related with the keyword.

Conclusion

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Belix M. Ortiz whose telephone number is 571-272-4081. The examiner can normally be reached on moday-friday 9am-5pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Dov Popovici can be reached on 571-272-4083. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

bmo

June 8, 2005



CHARLES RONES
PRIMARY EXAMINER